SAN FRANCISCO
PROPER
HOTEL

BREAKFAST

7am-11:00am daily

WELLNESS

YOGURT & PUMPKIN SEED GRANOLA V | GF 19
Berries, vanilla honey

OVERNIGHT OATS VG | GF 17
Almond milk, cocoa nibs, chia seeds, peanut butter
dried fruit

SMOOTHIES 20

PACIFIC BLUE
Coconut, dates, pineapple
berries, banana

AMAZON BERRY
Açai, banana, berries, beets

MARINA CRUNCH
Chocolate peanut protein, maca, banana, cacao nibs
coconut, cinnamon & royal jelly

CLASSICS

MARKET FRUIT PLATE 18
Fresh sliced fruit, berries, toasted banana bread

THE CONTINENTAL BREAKFAST V 23
Fresh sliced fruit, yogurt and granola
choice of bread, housemade jam, butter
brewed coffee, choice of juice

FARM HOUSE BREAKFAST 27
Two eggs any style, chicken sausage or Nueske's bacon
smashed fingerling potato, delicata squash, shiitake
mushroom, pomegranate, fresh curds, grilled sourdough

POWER OMELET V 24
Egg whites, mushrooms, spinach, arugula, avocado, choice of bread
Add chicken sausage +$8

EGGS BENEDICT 26
Canadian bacon, English muffin, poached eggs, hollandaise
choice of fingerling potatoes or side salad
Florentine style available upon request

BUTTERMILK WAFFLE V 22
Quince & apple jam, salted maple ice cream, vanilla bean cream

TOASTS

Add choice of egg +$4

AVOCADO TOAST 24
Firebrand Bakery sourdough, Hass avocado, shaved radish, pea tendril
GF upon request +3

SMOKED SALMON 23
Cucumbers, dill, cream cheese, pickled red onion, capers, choice of bagel

SIGNATURES

SHAKSHUKA V | GF 25
Tomato sauce, eggs, feta, pepper sofrito, parsley
za'atar, spiced chickpeas, grilled Firebrand Bakery sourdough

HUEVOS RANCHEROS V | GF 24
Sunny side up eggs, avocado, gigante beans, fresh cheese
smoked yogurt, fire-roasted salsa, cilantro
pickled Fresno chiles, crispy corn tortillas

BREAKFAST BURRITO 24
Scrambled eggs, chorizo, black beans, avocado, queso fresco
fire-roasted salsa

SMOKED POLENTA GF 25
Cilantro braised pork, fried egg, scallions, pickled Fresno chiles

SAVORY RICE PORRIDGE V | DF 21
Roasted mushroom, soft cooked egg, sesame
seaweed, puffed wild rice, pickled shallots

PROPER ADDITIONS

SIDE OF FRUIT	10	NUSKE'S BACON	8
CHICKEN SAUSAGE	8	SOURDOUGH TOAST	7
SMASHED FINGERLING POTATOES	11		

PASTRIES

TOASTED BANANA BREAD 9
hipped honey

CROISSANT 7
Plain or chocolate

COFFEE & TEA

Counter Culture, Emeryville

LARGE POT OF COFFEE	14	ESPRESSO	6
CORTADO	7	CAPPUCCINO	7
LATTE	7	HOT TEA	6
ICED TEA	7		

DF| Dairy-free • GF | Gluten-free • V | Vegetarian • VG | Vegan

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We are 100% seed-oil free. Our fryers use Organic Fera fruit oil from Zero Acre Farms.

Our menu reflects our commitment to sustainability. Our culinary team selects the best ingredients available. We support local organic farms, wild caught fish, cage-free eggs, and sustainably raised animals.

SAN FRANCISCO
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LUNCH

11:00am-2:00pm daily

STARTERS

HAMACHI CRUDO 28
Aji amarillo, avocado purée, Fresno chilis, grapes, garlic

LOCAL CHEESE & CHARCUTERIE 29
Fiscalini 18 Month Farmstead Cheddar, Modesto CA
Cowgirl Creamery Mt. Tam Triple Cream, Point Reyes CA
Humboldt Fog Goat Cheese, Cypress Grove, Arcata CA
Journeyman Meats, Healdsburg CA Il Pio Salami, Truffle Salami
Nduja, Seasonal fruits, jam, honeycomb, crackers Firebrand Bakery sourdough

WHIPPED FAVA V 22
Pistachio, black sesame seeds, shallots, lavash chips

BURRATA & FIG V 22
Asian pear, burrata, urfa pepper, Firebrand Bakery sourdough
pistachio oil aged balsamic, smoked sea salt

COFFEE & TEA

Counter Culture, Emeryville

SMALL POT OF COFFEE	6	ESPRESSO	6
CORTADO	7	CAPPUCCINO	7
LATTE	7	COLD BREW	8
HOT TEA	6	ICED TEA	7
LEMONADE	8	BOTTLED WATER	12
SOFT DRINKS	6		

SMART MATCHA BY AUTONOMY 8
Organic matcha, lion's mane, chaga, reishi, cordyceps, Madagascar vanilla, macadamia, cashew, almond
Awaken your mind with sustained clarity and energy. Crafted by Michelin-trained chef, Patrick Drake

DESSERT

PEAR TART V 15
Spiced pastry cream, pear compote, pepitas

CHOCOLATE MOUSSE GF 15
Chambord ganache, caramel popcorn, Swiss meringue

RASPBERRY SORBET 12

ENTREES

THE PROPER CLUB SANDWICH 26
House roasted turkey, Nuske's bacon, avocado
butter lettuce, tomato, herbed ranch, french fries

THE PROPER CHEESEBURGER 26
Butter lettuce, American cheese, house pickle
shaved red onion, french fries
Add Nuske's bacon +$4 Add avocado +$6
Vegetarian option available upon request

PAPPARDELLE 24
Spinach, crispy sunchoke, parmesan, sunchoke purée

MISO GLAZED SEA BASS 36
Bok choy, truffle, shiitake dashi

HERB ROASTED CHICKEN GF 34
Garnet yams, pearl onions, rainbow carrots
mushroom purée, truffle jus

STEAK FRITES 42
Angus skirt steak, au poivre sauce, arugula salad
truffle parmesan frites

SALADS & BOWLS

Add roasted chicken, crispy chicken, shrimp +$10
Add salmon or steak +$14

BUTTER LETTUCES V | GF 19
Cured egg yolk, potato, toma cheese, green goddess dressing

CAESAR SALAD 19
Organic baby kale, baby gem lettuce, grana padano parmesan, sourdough garlic dust

CHOPPED SALAD V 20
Napa cabbage, radicchio, little gem, baby kale
toy box tomatoes, avocado citrus vinaigrette

GRAIN BOWL VG 27
Farro & red quinoa, lemon herb chickpeas, jumbo asparagus, purple radish, watercress, avocado, creamy cashew honey Dijon

PROPER ADDITIONS

MARKET FRUIT	10	MARINATED OLIVES	10
SPICED ALMONDS	10	FRENCH FRIES	13

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DINNER

4:00pm-11:00pm daily

RAW BITES

HAMACHI CRUDO 28
Aji amarillo, avocado purée, Fresno chilis, grapes, garlic

CAVIAR GF 15G 70 / 30G 130
Hand-cut Kennebec chips, chive crème fraîche mousse

FOR THE TABLE

12OZ WAGYU NEW YORK STRIP LOIN 95
American Wagyu, five-spice rub

HERB-ROASTED CHICKEN GF 34
Garnet yams, pearl onions, rainbow carrots, mushroom purée
truffle jus

PAPPARDELLE 24
Spinach, crispy sunchoke, parmesan, sunchoke purée

DESSERT

PEAR TART V 15
Spiced pastry cream, pear compote, pepitas

CHOCOLATE MOUSSE GF 15
Chambord ganache, caramel popcorn, Swiss meringue

RASPBERRY SORBET GF | V 12

SHAREABLES

PROPER FRIES 15
Crisp, golden hand-cut fries
Add truffle and parmesan +10

DEVILED EGGS GF | DF 15
Crispy sunchokes, pickled Fresno chili, fresh dill
Add caviar +10/egg

ZUCCHINI PLANKS 17
Panko herbs, parmesan, lemon aioli

MARKET VEGETABLES & WHIPPED FAVA 22
Pistachio, black sesame seeds, shallots

CAESAR SALAD 19
Organic baby kale, baby gem lettuce, grana padano
parmesan, sourdough garlic dust

SPINACH, ARTICHOKE & DUNGENESS CRAB DIP 20
Spinach, artichoke, Dungeness crab, cream cheese, parmesan

CHARCUTERIE & CHEESE 29
Artisanal cheeses, locally cured meats, house accompaniments

HERB-MARINATED CHICKEN SKEWERS GF | DF 18
Butter lettuce and gem cups, chimichurri
herb salad, flaky salt

BEEF SLIDERS 24
Brioche bun, shredded lettuce, red Bermuda onion
American cheese, thousand island

MAINE LOBSTER ROLL 28
Warm butter-poached lobster, citrus herbs, brioche, chive, butter

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BEVERAGE

SIGNATURE COCKTAILS

HUGO SPRITZ 22
Prosecco, St-Germain, mint, lime, soda

NATURAL BEAUTY 22
Vodka, lemongrass, lime, ginger beer

CORN SILK SOUR 22
Tequila, Nixta, roasted corn syrup, lime

PISCO AND STONE FRUIT SOUR 22
Pisco, stone fruit syrup, lime, egg white

VELVET RESERVE 22
Bourbon, Averna, cacao liqueur, bitters

PROPER CLASSICS

PROPER MARGARITA 22
Nosotros Tequila, fino, agave, lime

PROPER PALOMA 22
Tequila or mezcal, basil, grapefruit, salted agave, grapefruit soda

PROPER MARTINI 22
Olive oil washed Grey Goose vodka, Bombay Sapphire gin fino, orange bitters

PROPER GOLD RUSH 22
Elijah Craig bourbon, turmeric, ginger honey, lemon

BEER

CERVEZA MODELO 10
Especial Mexican Lager, Mexico

EAST BROTHERS CO. 12
Bo Pils, Richmond

FORT POINT BEER CO. 12
Westfalia Red Lager, San Francisco

ALMANAC BEER CO. 12
Love Hazy IPA, Alameda

BRASSERIE DUPONT 16
Saison Dupont, Belgian Farmhouse Ale, Belgium

ZERO-PROOF COCKTAILS

CUCUMBER STING 16
Cucumber-jalapeño shrub, lime, ginger beer

HOUSE GINGER-TURMERIC SHRUB SODA 16
Ginger, turmeric, lime, soda

DOLORES PARK LAWN 16
Strawberry-basil shrub, lemon, honey, soda

MISSION SUNSET 16
Tamarind, jalapeño, chili salt

TWIN PEAKS 16
Grapefruit shrub, lime, soda

WINES BY THE GLASS

BUBBLES

CHAMPAGNE LAURENT-PERRIER 29 / 116
Brut "La Cuvée" NV

ARGYLE WINERY 22 / 88
Grower Series Vintage Brut, Willamette Valley 2022

SCHRAMSBERG 27 / 108
Rosé, North Coast NV

FIORELLA 16 / 64
Prosecco Extra Dry, Treviso, Veneto NV

WHITE

WEINGUT STADT KREMS 17 / 68
Grüner Veltliner, Kremstal 2025

SAGER & VERDIER 26 / 104
Sancerre 2024

HALL WINES 21 / 84
Sauvignon Blanc, Napa Valley 2025

DOMAINE LONG-DEPAQUIT 25 / 100
Chablis 2025

DIATOM 22 / 88
Chardonnay, Santa Barbara County 2024

ROSÉ + SKIN CONTACT

FIGUIÈRE 17 / 68
Côtes de Provence "Magali" Signature Rosé 2025

BIG SALT 17 / 68
"Orange Rosé", Oregon 2025

RED

WALT WINES 22 / 88
Pinot Noir "La Brisa", Sonoma Coast 2023

VIÑA BUJANDA 19 / 76
Tempranillo, Rioja Crianza 2021

CHÂTEAU DE SAINT COSME 19 / 76
Syrah-Grenache, Côtes du Rhône 2024

TABLAS CREEK VINEYARD 24 / 96
Patelin de Tablas Rouge, Paso Robles 2024

STONESTREET 27 / 108
Cabernet Sauvignon, Alexander Valley 2019

ZERO-PROOF BEER

BERO WHEAT BEER 10
Gewürztraminer wine-grape juice, Anderson Valley 2025

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